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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

Subject: "Frozen Vegetables" Information from Office of Marketing Services, War Food Administration

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The frozen vegetable industry is comparatively young in years, having celebrated less than a score of birthdays, yet - frozen vegetables already are serving a very useful purpose and have built an excellent reputation for themselves.

Present stocks of frozen vegetables in the stores vary considerably now, but reports indicate that sweet corn and green peas are usually available. Frozen limas and snap beans are popular -- and spinach, too, gets many calls because of the time and effort you save in buying it washed and clean -- ready for the kettle. When canned vegetables went back on the ration list and frozen vegetables were kept point-free, the demand for the frozen products increased rapidly.

The armed forces in this country have been eating many frozen vegetables, and it's likely that their 1945 order for frozen foods will be even larger. You homemakers who have the facilities in your locality to process and quick-freeze your own garden produce are very fortunate people. At the same time you do others a favor by not competing as a buyer in the market for commercially frozen foods. Hurried war workers and women who can't get fresh vegetables are the most appreciative of the frozen products.

When time is an important element in yourday's schedule, frozen vegetables are a great boon to cooking. They require no cleaning or paring, and can be on the stove cooking a few minutes after you go into the kitchen. They cook quickly and they taste like fresh vegetables. Another recommendation comes from the nutritionists who say that frozen vegetables retain most of the food values they have when fresh from the garden.

And here's another point for those of you who like to keep an eye on the food budget. You may have already compared the weight of the frozen vegetables to that of the same vegetable bought fresh. When you buy fresh vegetables by the pound, especially those that need considerably trimming....such as cauliflower... you need to figure the cost on the weight of the edible portion. If you give them a try, the good qualities of frozen vegetables will speak for themselves.

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